

Amendments to the Specification

Please replace the first full paragraph on page 1 with the following amended paragraph:

- - This application claims priority from a provisional application Serial No. 60/193,394 filed March 31, 2000. That provisional application is incorporated herein by reference for all purposes. - -

Please replace the last paragraph on page 5, which continues on to page 6, with the following amended paragraph:

- - In FIG. 1, there is illustrated a system of the invention which is generally denoted by a reference numeral 10. As depicted in FIG. 1, the system 10 for conducting the foregoing business activities, in general, comprises an Internet service providing system 12 for providing various Internet-related services, an e-tailing system 14 for selling products and services of the e-tailer, and a multipurpose database 16 for storing information and data associated with the business activities. It should be noted that the system of FIG. 1 is a preferred embodiment and, therefore, various other systems and their variants may embody the principles of the present invention. As depicted in FIG. 1, the Internet service providing system 12 may include various subsystems or modules for providing the affinity group with a unique Internet service, for example, a Web server 12a, a sign-up module 12b for enrolling the affinity groups as a membership or partnership entity, a Web site creating module 12c for assisting in establishing a Web site of the enrolled affinity group, a Web site administering module 12d for updating and maintaining the established Web site, a membership managing module 12e, and the like, which will be described hereinafter in greater detail, in conjunction with an exemplary embodiment of the present invention. Also, the e-tailing system 14 may include several subsystems or modules, for example, a catalogue Web page managing module 14a, a shopping cart managing module 14b, an

order processing module 14c, a collecting module 14d, and a commission generating module 14e, and the like. These subsystems or modules can be implemented in various ways without limiting the scope of the present invention. For example, the shopping cart managing module 14b and the order processing module 14c may be combined into a shopping cart and order processing module, or the Web creating module 12c may be divided into several sub-modules, or several other modules may be added according to applications of the invention without departing from the principles of the present invention. As understood by those skilled in the art, the systems and subsystem or sub-modules shown in FIG. 1 will be co-operating in order to conduct the electronic business activities according to the present invention. - -

Please replace the first paragraph on page 7 with the following amended paragraph:

- - FIG. 2 shows a screen shot of the home page of Intrinity which conducts the business activities. The home page of FIG. 2 includes several hyperlinks (or icons), i.e., a sign-up hyperlink icon 22, a new Web site creating hyperlink icon 24, a Web site administering hyperlink icon 26, a store-administering hyperlink icon 28, and other information about Intrinity itself or its business activities. A user, i.e., an administrator of the church Koinonia noted above (hereinafter, "site administrator"), can visit the Web page of FIG. 2 (www.intrinity.com) and begin the sign-up process. That is, the administrator clicks on the sign-up icon 22 and, then, the Web server 12a of the Internet service providing system in FIG. 1 retrieves a sign-up page and sends it to the administrator. - -

Please replace the second paragraph on page 7, which continues on to page 8, with the following amended paragraph:

- - In FIG. 3, there is shown a sign-up page designed for this embodiment, which includes various usual information fields 32, which are required to be filled out by the site administrator, including affinity group demographics and desired user ID, and the like. When a domain name service is required, the site administrator may fill in a domain name field 34 with any desired name, as directed by a related description 36 in the sign-up page of FIG. 3 2. Then, the information entered by the site administrator is sent back to system 10 of FIG. 1, in which the sign-up module 12b is activated and processes the application. The sign-up module 12b also determines whether the information sent by the site administrator is complete and valid. If the information provided by the site administrator is either incomplete or invalid, the sign-up module 12b generates appropriate error messages on the sign-up page, which is sent by the Web server 12a back to the site administrator so that corrections can be made and resent to the system. While this embodiment involves only an online sign-up process, in accordance with the concept of the invention, a paper version sign-up process may be carried out between the site administrator and the system administrator, for example, by mail or fax. If the information is complete and valid, system 10 of FIG. 1 instructs the Web server 12a to send a confirmation page or message to the site administrator's web-browser, which may provide instructions on gathering information necessary for establishing a Web site of Koinonia. It will be understood by those skilled in the art that various security processes may also be carried out during or after the sign-up process. The information or data related to every process will be stored in the database 16 of system in FIG. 1 during the whole business activity in this embodiment. - -

Please replace the last full paragraph on page 8 with the following amended paragraph:

- - Referring back to the Web framework in FIG. 4, the information inputted by the site administrator is sent back to system 10 of FIG. 1, where it is received by the Web server 12a and processed by the Web creating module 12c of the Internet service providing system 12 in FIG. 1. Let it be assumed that the field of welcome text 42 has been filled out as following: "Welcome on behalf of the people of Koinonia Christian Fellowship!" The Web creating module 12c generates a Web page for the church by utilizing the above information filled in by the site administrator and stores it in an appropriate Web storage space of the database 16. - -

Please replace the first paragraph on page 9 with the following amended paragraph:

- - FIG. 5 is presenting the Web page of the church, Koinonia, which is generated by the Web creating module 12c and sent back to the site administrator. As shown in FIG. 5, the home page of Koinonia includes a welcome statement 52, which is filled out by the site administrator at the previous step. Also, the Web page has a ~~photo 54 showing a church building~~ church banner 54 and a navigation (or menu bar 58) leading to various Web pages of the church. Most importantly, the home page of FIG. 5 includes a hyperlink to the e-tailing system 14 as an electronic store 50 (hereinafter, "e-store") and information or an advertising statement ~~advertisement~~ 51 in accordance with one of the significant features of the present invention. Other Web pages of the church, Koinonia, may include the e-store 50 and the advertising statement 51. Therefore, all the members of the church, Koinonia, can visit their Web site 92 and purchase products and services offered by the e-tailer, Intrinity, at any time while enjoying navigating the online presence. Also, the

members who are not on the Internet at home can visit their Web site 92 at the church and electronically purchase products and services by using an Internet-connected computer installed in their church building or facilities. - -

Please replace the second paragraph on page 9, which continues on to page 10, with the following amended paragraph:

- - Whenever the home page of FIG. 5 is required to be updated, corrected or modified, the site administrator can visit the home page of Intrinity shown in FIG. 2 and click on the Web site administering icon 26, in response to which the Web server 12a of the Internet service providing system 12 retrieves a Web page editor and sends it to the site administrator. FIG. 6 shows one example of the Web page editor, in which all elements of the home page of the church, Koinonia, can be easily and simply modified or corrected by using edit menus 62. The details on the Web page editing will be understood to those skilled in the art. In this way, the site administrator can modify or correct every item and attribute (e.g., font, color, size, etc.) of all the existing Web pages of his or her organization, except for the electronic store 50 and the advertising statement 51 of the e-tailer, Intrinity Incorporated, in this embodiment. However, the affinity groups may offer and sell their own materials, for example, in this embodiment, sermon tapes, books, videos, etc. Further details on this feature and its associated advantages will be described below. - -

Please replace the first full paragraph on page 10 with the following amended paragraph:

- - Each affinity organization can add its own products or services to the e-store of the e-tailer 94 as part of a partnership. Therefore, in this embodiment, the site administrator can visit the home page of Intrinity shown in FIG. 2 and click on the store administering icon 28, in response to which the Web server 12a retrieves a store editing page and sends it to

the site administrator. By using the store editing page, the site administrator may define a custom church store, where they can offer their own materials, such as a sermon tape, a book, and the like. Also, the site administrator can modify or remove the existing items from the custom church store. Details on the creating and editing of the e-store will be understood by those skilled in the art of web-page design, and therefore be omitted in the description for clear understanding of the principles to the business activities in accordance with the present invention. - -

Please replace the second full paragraph on page 10 with the following amended paragraph:

- - With reference to the Web site 92 of Koinonia shown in FIG. 5, every individual of the congregation of the church can enjoy the Internet services, which are provided by Intrinity in accordance with the present invention. Also, they can purchase products and services electronically through the e-store 50 of FIG. 5. As noted above, the products and services may be offered by the e-tailer, Intrinity, and/or the church, Koinonia. That is, whenever they want to buy or search for items they need, they only have to click on the e-store menu 50 and visit the electronic store of Intrinity, which is shown in FIG. 7. As will be understood to those skilled in the art, the electronic store of FIG. 7 appears similar to various usual electronic stores, except for a menu 72 named as "KCF." As noted above, this menu 72 is hyperlinked to a customized affinity group store, in this embodiment, the e-store of the church, Koinonia. When the group members want to search the church store or buy a product from their church, they can click on the menu 72 and visit the church store shown in FIG. 8. FIG. 8 shows a customised church Web store, which includes a classified product menu 82, and the like, as can be seen in usual electronic stores. - -

Please replace the first paragraph on page 11 with the following amended paragraph:

- - Referring to FIG. 9, order processing and shipping and advantages associated with them will be explained below. As shown in FIG. 9, each electronic order 93 will be processed individually according to the purchasers 91, i.e., packed into an individual package 97 (hereinafter, referred to as a "member package"). All the individual packages are classified according to the affinity organizations or groups 96 to which the respective order 93 belongs, and packed again into a big package 95 (hereinafter, referred to as a "group package"). Preferably, each group package 95 may contain a bulk packing slip, listing all the member packages 97 included therein, and each member package 97 in the group package 95 also contains an individual packing slip. Subsequently, each group package 95 is delivered to the respective affinity organization 96, as depicted in FIG. 9. When the respective affinity group 96 receives the group packages 95, the organization 96 may keep the bulk packing slip for their records. Finally, each purchaser 91 can pick up his or her ordered package 97 from the organization 96 to which he or she belongs, for example, when he or she visits the church, Koinonia, in this embodiment. Alternatively, the member package 97 may be delivered directly to the corresponding purchaser 91 with an additional shipping charge according to his or her special order. Preferably, the order processing noted above may be performed weekly or monthly, for example, according to a contract between the e-tailer and the respective affinity group. - -

Please replace the last paragraph on page 11, which continues on to page 12, with the following amended paragraph:

- - As described above, the electronic orders may be processed in a predetermined interval or period and/or in a batch style according to the present invention, so that processing or service cost can be considerably reduced. Therefore, the reduced cost may

be reflected in the prices of the products or services, or shared with the respective affinity group as part of a partnership practice. In this embodiment, for example, the church, Koinonia, may receive a commission cheque from Intrinity on a regular basis, depending, for example, upon the number of orders by the group members. - -